

Digital Fodder

TubeBuddy Affiliate Program Review

Last updated on June 11, 2021

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Content monetization is a business and revenue stream for many entrepreneurs and digital nomads. The category includes vlogging, blogging, selling books and courses, and so on. Creating and monetizing video content correlates highly with YouTube. YouTubers upload their videos to generate revenue from ads. They can also [make money](#) with affiliate marketing, merchandise, product sponsorships, endorsement deals, and more.

It's highly competitive on YouTube, and the competition will only increase. However, it's not too late to start a YouTube channel because billions of people use the platform. With so many users, there's always a chance enough individuals will subscribe to a new channel. Secondly, many creators are making four, five, and six figures monthly.

On the other hand, YouTube algorithm updates and impulsive management decisions create an unpredictable, unfair, and untransparent environment. Much worse is the lack of accountability and humanoid interaction that pervades YouTube when problems arise. Therefore, it makes sense to tread cautiously on YouTube and diversify revenue streams due to the possibility of demonetization.

For all that YouTube is, and isn't, it's still a viable method to monetize content. To support your goals and help you thrive/survive, [TubeBuddy](#) offers a robust app for planning, strategizing, and growing a channel. Its free browser exten-

sion—available on Chrome, Firefox, and Opera—features many tools for productivity, keyword research, tags, bulk processing, analytics, and more. Its web app provides dashboards and charts for various video and channel metrics. Many features are free to access, while others are available on paid plans. TubeBuddy is a YouTube certified app.

Company Profile

- Founded by Phil Starkovich, Jim Starkovich, Eric Hogan, and Chuck Starkovich in 2014
- CEO: Phil Starkovich
- Headquarters: San Diego, California
- Employees: 10 to 20
- 1,000,000+ users through the Chrome Web Store
- Chrome Web Store app rating: 4.6 out of 5 (7,500+ reviews)

Plans & Pricing

TubeBuddy offers a free browser extension, but only paying customers can access premium features. Discounts are available for annual plans and YouTubers with subscribers under 1,000. For instance, users can save up to 50 percent if they meet specific criteria. TubeBuddy's plans include:

- Free: \$0
- Pro: \$9 monthly
- Star: \$19 monthly
- Legend: \$49 monthly
- Enterprise: Inquire for pricing

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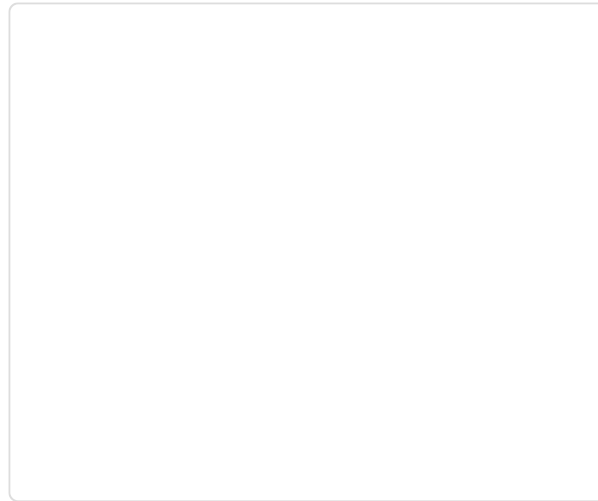
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TubeBuddy Affiliate Program

TubeBuddy has an [affiliate program](#). It's self-hosted and uses in-house affiliate marketing software. Let's review the benefits, drawbacks, commission rate, cookie duration, and details of the program. Here's a snapshot.

- Cost per action (CPA): Cost per sale
- Commission rate: Up to 50%

- Commission type: Recurring
- Cookie duration: Lifetime
- Payout threshold: \$0 or \$10
- Payment options: PayPal
- Affiliate software/network: In-house



Program Benefits

TubeBuddy offers an industry-leading commission rate. Sadly, most merchants and affiliate managers don't understand the concept of "win-win." They design programs that mostly benefit them and not publishers. By contrast, TubeBuddy gets it. Marketers can earn up to a 50 percent [recurring commission](#) rate.

That's what I call an equal partnership and one that rewards the contributions affiliates make.

The commission payout threshold is low. TubeBuddy issues payments when commissions exceed \$10 and \$0 for "Super Affiliates." Payouts are sent to the affiliate's PayPal account.

Affiliates get a lifetime cookie. One of my biggest criticisms of some programs is that their cookie/conversion windows are too short. TubeBuddy's referral period more than exceeds the 30-day industry standard and is one of a few programs to offer a cookie that doesn't expire. That allows for mutually beneficial outcomes.

Deep linking is available, and it's how an affiliate creates a link to a specific page on the merchant's site. Instead of using a standard homepage affiliate link, you can link to an article or product that relates to your content to increase relevance and conversion rates. For instance, you can deep-link by adding your affiliate code to the URL:

<https://www.tubebuddy.com/pricing?a=07nbz>

Affiliates can easily track their results and earnings. TubeBuddy offers a robust affiliate marketing solution to monitor activities, including clicks, impressions,

sales, and commissions.

There's a full-time affiliate marketing manager. When a merchant has the staff to support publishers, it accelerates processes and demonstrates commitment. You can contact the affiliate team through the website. Additionally, they provide a video tour of the affiliate dashboard, a handbook for beginners, and a support forum.

TubeBuddy is a pioneer and top-rated social media company. It's also the #1 [YouTube tool](#) for thousands of YouTubers. With over 100 features and a constant flow of innovative functions, it's a SaaS company that never sleeps. Explore TubeBuddy's YouTube channel for tips, updates, and insights on how to succeed.

TubeBuddy only has a handful of legit competitors, such as [VidIQ](#). Its monopolistic status can lead to above-average conversion rates because customers' choices are limited. VidIQ also has a good [affiliate program](#), but it pays much less.

Program Drawbacks

The affiliate landing page needs work. An affiliate landing page is supposed to be informative, but TubeBuddy misses the mark. Hopefully, they'll update their

sign-up page to include all the terrific aspects of their program.



Making Money

Can you make \$1,000 a month as a TubeBuddy affiliate? You can and more. TubeBuddy offers high commission rates, support, and perks. Those benefits align with its top-rated YouTube tool for growing a channel. I've made **\$9,000+** and receive commission payments regularly.

Where should TubeBuddy rank in your marketing activities? It should be a mid to high priority. YouTube is a high-traffic site where thousands of creators go to monetize their videos. YouTube's Studio application is terrific, but it lacks in many areas, such as keyword research, competitor insights, and bulk processing. That's the problem third-party apps, like TubeBuddy, seek to address.

TubeBuddy's mission is to "make you and the rest of the YouTube Community a happier and more productive bunch." It also wants to "build tools to make it easier" to succeed on YouTube. Most TubeBuddy users will tell you the company is fulfilling those objectives.

I recommend joining [TubeBuddy's affiliate program](#) because it has excellent potential, and I've made money with it. Furthermore, it's a Digital Fodder top [40 affiliate program](#).